

Best Practices for Community Engagement

Department of Defense Colorado Environmental
Roundtable

Presenter: Rebecca Vigil

Environmental Justice Community Engagement Specialist

November 8, 2022



COLORADO
Department of Public
Health & Environment

What We'll Talk About

Community Engagement Best Practices in Disproportionately Impacted Communities

- **Why Are We Doing This?**
- ***Community Connectors***
- ***Key Provisions from the EJ Act***
 - ***Task Force Recommended Updates***
 - ***Focus Group Findings and Recommendations***
- ***Outreach Plan Example***
- ***Tools and Resources***
- ***EJ Q&A (Rebecca & Lauren)***



Community Connector

Community Connectors are community members who help other residents to access resources or information about programs and services within their community.



Goals of Outreach to and Engagement of Disproportionately Impacted (DI) Communities



- Build trust and transparency
- Provide meaningful opportunities to influence public policy
- Modify proposed state action in response to received public input to decrease environmental burdens or increase environmental benefits for each disproportionately impacted community

Environmental Justice Act (HB-21-1266, C.R.S. 24-4-109(3))



COLORADO
Department of Public
Health & Environment

1. TIMING OF MEETINGS - EJ ACT

Time - varied times and days

Notice - provide at least 30 days notice

Outreach TO communities

Methods for receiving public input FROM communities

Locations of meetings

Outreach materials - language, accessibility

- Schedule variability for opportunities for public input on the proposed state action:
 - Time of day
 - Days of the week



- Include at least one:
 - Weekend time
 - Evening time
 - Morning time



Date	# of registrants	# of participants
10/27- Wed, 5:00-6:30pm	57 (10 APCD staff)	46
11/6 - Sat, 9:00-10:30am	31 (10 APCD staff)	18
11/17 - Wed, 1:00-2:30pm	87 (8 APCD staff)	59
12/4 - Sat, 10:30am-12pm	114 (6 APCD staff)	92
TOTAL (Oct - Dec 2021)	289	215



1. TIMING OF MEETINGS - EJATF RECS

Time -
varied times and days

Notice -
provide at least 30 days notice

Outreach TO communities

Methods for receiving public
input FROM communities

Locations of meetings

Outreach materials -
language, accessibility

- Change the current requirement for three meetings to flexible requirement
- Scheduling Meetings: State agencies should coordinate with another.



1. TIMING OF MEETINGS - FOCUS GROUP RECS

Time -
varied times and days

Notice -
provide at least 30 days notice

Outreach TO communities

Methods for receiving public
input FROM communities

Locations of meetings

Outreach materials -
language, accessibility

- Involve Community Connectors
- When working with an outreach team, consider a flexible schedule



2. MEETING NOTICE - EJ ACT



- Time - varied times and days
- Notice - provide at least 30 days notice
- Outreach TO communities
- Methods for receiving public input FROM communities
- Locations of meetings
- Outreach materials - language, accessibility

Provide notice at least **30 days before** any public input opportunity or before the start of any public comment period



2. MEETING NOTICE - FOCUS GROUP RECS

Time -
varied times and days

Notice -
provide at least 30 days notice

Outreach TO communities

Methods for receiving public
input FROM communities

Locations of meetings

Outreach materials -
language, accessibility

- Work with community connectors
 - Indicating meeting, location, time, incentives, translation, etc.
- Makes participants feel more prepared and comfortable to participate in the meetings



3. METHODS OF OUTREACH - EJ ACT

How do we spread the word?

Time - varied times and days
Notice - provide at least 30 days notice
Outreach TO communities
Methods for receiving public input FROM communities
Locations of meetings
Outreach materials - language, accessibility

Utilize several different **methods of outreach** and ways to publicize the proposed state action, including disseminating information through:

- Schools, Clinics, Social Media, Social And Activity Clubs, Local Governments, Tribal Governments, Libraries, Religious Organizations, Civic Associations, Community-Based Environmental Justice Organizations
- Other Local Services

¡Hablemos de los temas relacionados con el petróleo, el gas y la calidad del aire en tu comunidad!



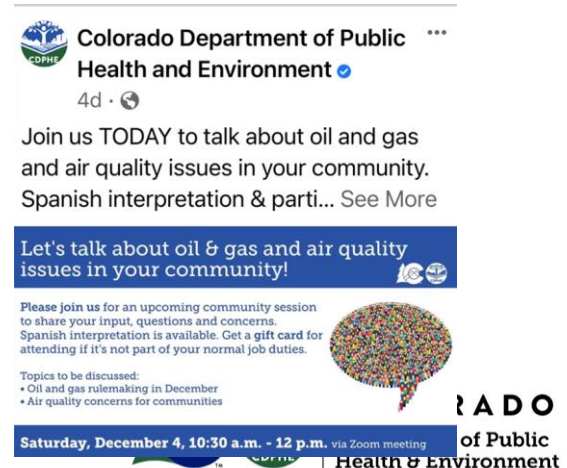
Únete a una sesión comunitaria para compartir tu opinión, preguntas e inquietudes. Ofrecemos interpretación en español. Si esta sesión no forma parte de las responsabilidades acostumbradas de tu trabajo, te obsequiamos una tarjeta de regalo.



Hablaremos de estos temas:

- Normativa sobre el petróleo y gas en diciembre
- Inquietudes de las comunidades sobre la calidad del aire


sábado, 4 de diciembre, de 10:30 a.m. a 12 p.m. por Zoom




Colorado Department of Public Health and Environment 4d · 🌐

Join us TODAY to talk about oil and gas and air quality issues in your community. Spanish interpretation & parti... See More

Let's talk about oil & gas and air quality issues in your community!



Please join us for an upcoming community session to share your input, questions and concerns. Spanish interpretation is available. Get a gift card for attending if it's not part of your normal job duties.



Topics to be discussed:

- Oil and gas rulemaking in December
- Air quality concerns for communities

Saturday, December 4, 10:30 a.m. - 12 p.m. via Zoom meeting

COLORADO of Public Health & Environment

3. METHODS OF OUTREACH - EJATF RECS



- Depending on agency action, agencies should consider using additional types of outreach methods not currently listed in the statute to target outreach to specific communities
- The legislature should provide funding for agencies to train or guide community connectors to broadcast meeting announcements and encourage engagement through various methods



3. METHODS OF OUTREACH - FOCUS GROUP RECS

Time -
varied times and days

Notice -
provide at least 30 days notice

Outreach TO communities

Methods for receiving public
input FROM communities

Locations of meetings

Outreach materials -
language, accessibility

Agencies should use the following types of outreach not currently listed in the statute: text messages, Simple Texting, WhatsApp, radio advertisements

Work with Community Connectors and Promotoras in each community to: partner with trusted service providers (e.g. food banks, churches, housing authorities, etc.)



4. METHODS FOR RECEIVING PUBLIC INPUT- EJ ACT

Time -
varied times and days

Notice -
provide at least 30 days notice

Outreach TO communities

Methods for receiving public
input FROM communities

Locations of meetings

Outreach materials -
language, accessibility

- In-person meetings
- Virtual and online meetings
- Online comment portals
- E-mail
- Call-in meetings



4. METHODS FOR RECEIVING PUBLIC INPUT- EJATF RECS

Time -
varied times and days

Notice -
provide at least 30 days notice

Outreach TO communities

Methods for receiving public
input FROM communities

Locations of meetings

Outreach materials -
language, accessibility

- In an effort to receive input and plan community engagement in a manner that reflects community input and concerns, agencies should work with compensated community connectors
- Support In-person meetings, Virtual and online meetings, Online comment portals, Emails, Call in meetings
- Other methods of input
- Methods to receive public input outside of public comment periods, open office hours, periodic listening sessions, phone hotline, one-on-one meetings



4. METHODS FOR RECEIVING PUBLIC INPUT- FOCUS GROUP RECS

Time -
varied times and days

Notice -
provide at least 30 days notice

Outreach TO communities

Methods for receiving public
input FROM communities

Locations of meetings

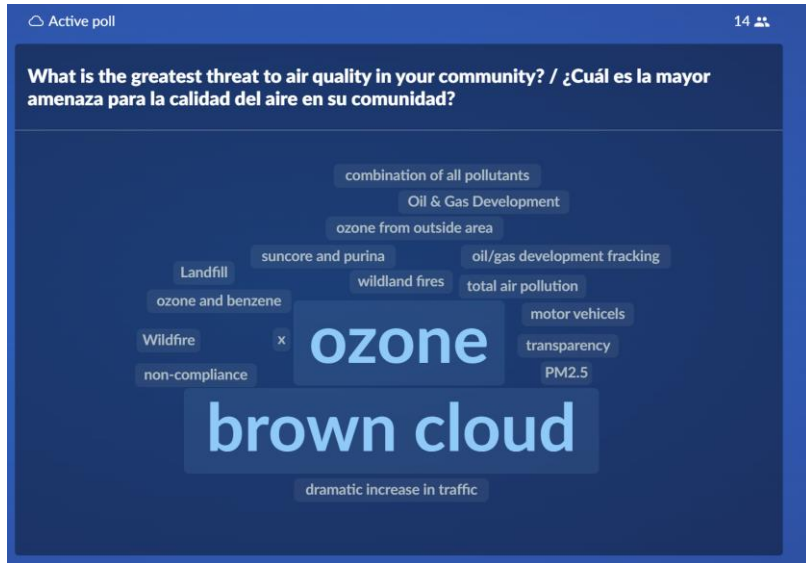
Outreach materials -
language, accessibility

- Hybrid Meetings
- Experiential Meetings
- Family-oriented meetings



In-meeting surveys:

What is the greatest threat to air quality in your community?



5. LOCATIONS OF MEETINGS - EJ ACT

Time -
varied times and days

Notice -
provide at least 30 days notice

Outreach TO communities

Methods for receiving public
input FROM communities

Locations of meetings

Outreach materials -
language, accessibility

Consider using a variety of locations for public input on the proposed state action, including:

- Meeting locations in urban centers,
- Neighborhoods whose populations are:
 - Predominantly black, indigenous, or people of color
 - Have an average income below the state's average
 - In rural locations in various regions of the state



5. LOCATIONS OF MEETINGS - EJATF RECS

Time -
varied times and days

Notice -
provide at least 30 days notice

Outreach TO communities

Methods for receiving public
input FROM communities

Locations of meetings

Outreach materials -
language, accessibility

- The Task Force supports the list of meeting locations that are currently included in the EJ Act.
- Agencies should consider close/convenient parking, safe location, access to public transportation, near pike paths when selecting in-person meetings
- If recommended by a community connector, create a meeting hub (e.g., in a community center or library) where community members can gather to join an ongoing online meeting.



5. LOCATIONS OF MEETINGS - FOCUS GROUP RECS

Time -
varied times and days

Notice -
provide at least 30 days notice

Outreach TO communities

Methods for receiving public
input FROM communities

Locations of meetings

Outreach materials -
language, accessibility

- Choose venues with reliable internet that would allow for hybrid meetings
- When hosting meetings in more than one language, favor parallel meetings in their respective languages as opposed to simultaneous translations
- Choose spacious and well-equipped venues that allow for licensed childcare providers to care for kids near parents



6. OUTREACH MATERIALS - EJ ACT



Time -
varied times and days

Notice -
provide at least 30 days notice

Outreach TO communities

Methods for receiving public
input FROM communities

Locations of meetings

Outreach materials -
language, accessibility

Create outreach materials concerning the proposed state action:

- In layperson's terms
- Translated into the top two languages spoken in a community
- Illustrates opportunities for individuals to provide input on:
 - The proposed state action, their rights, the possible outcomes, the upcoming public input process



6. OUTREACH MATERIALS - EJATF RECS

Time -
varied times and days

Notice -
provide at least 30 days notice

Outreach TO communities

Methods for receiving public
input FROM communities

Locations of meetings

Outreach materials -
language, accessibility

- Agencies should consult with community connectors to: create an outreach plan, use accessible language, make materials highly visible on platforms, share meeting materials across diverse platforms
- Use accessible language that is easily readable and understandable by the community.
- Make materials (including meeting notice) available in the top 3 spoken languages in an area, as funding is available.



6. OUTREACH MATERIALS - FOCUS GROUP RECS

Time -
varied times and days

Notice -
provide at least 30 days notice

Outreach TO communities

Methods for receiving public
input FROM communities

Locations of meetings

Outreach materials -
language, accessibility

When creating outreach materials agencies should:

- Create An Outreach Plan
- Use Plain and Relatable Language
- Create Materials to be shared across all social media platforms



7. ACCESSIBILITY - EJATF RECS



Outreach Plan Example

Purpose

Goal



Objectives

Internal Team / Documents

Public Links

Meeting Details

Updated Outreach Planner - November 2022 - for EJ / AQ / CC outreach teams

  Outreach Plan | Last modified: September 8, 2022
Subject: [TITLE]
Materials: [link to materials folder]
Project team: [list team members]

Goal: What is the broad, long-term achievable outcome you want this meeting to achieve?
Objectives - Are there any shorter term, measurable objectives that will be needed to reach the goal?

APCD / CDPHE Internal team: [list leadership, SMEs & EJ staff, including titles]

INTERNAL docs for APCD / EJ teams

- Script (EN & SPA if appropriate)
- Slides (EN & SPA)
- Internal Agenda
- Q&A comments doc
- **Others ...**

PUBLIC LINKS to share during community engagement session

- Web links
- Presentation
- Shared folder of resources



Outreach Plan Example

Timeline of Tasks

Date Due

Lead

Task

8-10 weeks prior to outreach event - MAKE A PLAN		
Date Due/Done	Lead	Task
	APCD team	Submit Official Function Form to fiscal (APCD team to lead)
		Community engagement staff meets with subject matter team - use survey to begin preparation
		Map out timeline for community sessions and tasks below
		Create shared project folder
		Confirm availability of internal team - speakers & backstage team (consider role for APCD Director or leadership?)
7-8 weeks prior to outreach event - CREATE SUPPORTING DOCS		
	SMEs	Draft / update fact sheet
	Comms leads	Draft comms assets - press release, outreach emails, web content, social media posts, talking points, FAQ / difficult questions
		Draft event announcement
		Review for plain language - aim for 8-10 grade level (<i>it is hard!</i>)
		Confirm relevant languages (Spanish, other languages?)
		Request translation for fact sheet, announcement, and web content (allow 7-10 days)
5-6 weeks to outreach event - FINALIZE MATERIALS		
		Prepare registration form - consider tailored questions (link to standard registration form)
		Finalize registration form, announcement, fact sheet & comms assets - in relevant languages
		Create Zoom meeting link
4 weeks in advance - INITIAL ANNOUNCEMENT		
		Release announcement (at least 30 days in advance) - listserv, website, social media, print and radio (if there's budget)
		Monitor registrations
		Request interpretation services for event (at least 2 weeks in advance)
3 weeks in advance - FINAL PREP		
		Draft slides - plain language review, consider translation



RESOURCES & TOOLS

Translation and Interpretation Services: [Community Language Cooperative](#) & [Cesco](#) (current vendors used by CDPHE EJ Program)

Communication: [Hemingway](#), [Grammarly](#)

In-Meeting Surveys: [slido](#)

Ford Foundation's Disability Inclusion Toolkit: [Ford Foundation's Disability Inclusion Toolkit](#)

EJATF Draft Recommendations: [EJ Public Drive](#)

Logan Simpson Focus Group Recommendations: [EJ Public Drive](#)

In-Meeting Surveys: [slido](#)

EJ Website & Calendar: cdphe.colorado.gov/environmental-justice



Thank You



Questions? rebecca.a.vigil@state.co.us



COLORADO
Department of Public
Health & Environment